

Message Text

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PAGE 01 ROME 08345 081647Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
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R 081537Z MAY 78
FM AMEMBASSY ROME
TO SECSTATE WASHDC 2580
USDOC WASHDC

UNCLAS ROME 8345

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJECT: FY78 COUNTRY COMMERCIAL PROGRAM - FIRST QUARTER PROGRESS
REPORT REVIEW

REF.: A) STATE 070706 B) ROME 5754

1. EMBASSY APPRECIATES WASHINGTON COMMERCIAL ACTION GROUP'S
FAVORABLE COMMENTS ON 1ST QUARTER PROGRESS REPORT. FOLLOWING
ARE KEYED TO QUESTIONS RAISED PARA. 2 REF A):

2. B) PLEASE SEE REF B) FOR OUR REACTION TO USIA CM-106;
IN SUM WE ARE DISAPPOINTED AND HOPE THAT STATE AND USDOC WILL
RECONSIDER THE ISSUE OF THE EXTENT OF USIA SUPPORT OF COMMERCIAL
PROGRAMS. D) SWISSAIR INVOLVEMENT WITH STUDY GROUP IN SUPPORT
OF FOOD PROCESSING AND PACKAGING CAMPAIGN WAS HAPPY COINCIDENCE
OF THEIR AND OUR INTERESTS. SWISSAIR ORIGINALLY CONTACTED
EMBASSY MERELY FOR INFORMATION ON CERTAIN U.S. TRADE SHOWS;
REPRESENTATIVE EXPLAINED THAT SWISSAIR HAD SPECIAL OFFICE DEVOTED
TO CREATING "STUDY TOURS," HAD HAD CONSIDERABLE SUCCESS WITH THEM
IN SWITZERLAND, AND WAS INTERESTED IN PROMOTION IN ITALY,
ESPECIALLY SINCE SWISSAIR'S DIRECT FLIGHTS TO CERTAIN U.S.
CITIES OTHER THAN NEW YORK (E.G., CHICAGO) MADE A ROME/ZURICH/U.S.
ROUTE ATTRACTIVE TO ITALIAN BUSINESSMEN. WE EASILY AGREED THAT,
IN EXCHANGE FOR SWISSAIR'S DEVELOPMENT OF STUDY TOURS KEYED
TO SELECTED FOREIGN BUYER PROGRAM SHOWS AND FOR PRINTING FOUR-
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COLOR BROCHURES IN QUANTITY, EMBASSY AND CONSULATES WOULD
PROMOTE SAME, INCLUDING WITH NOTICES IN SCAMBI COMMERCIALI.
WE BELIEVE THAT COMBINATION OF THESE TAILORED SWISSAIR OFFERINGS
AND THE CIMPLER (AND LESS EXPENSIVE) PACKAGES BEING PREPARED
FOR US BY AMERICAN EXPRESS WILL MAKE OUR FBP CAMPAIGN EVEN
MORE PRODUCTIVE IN FY79. A) RE FOLLOW-UP TO COLOMBO VISIT,
US BIDDER INVOLVED HAS INDEED EXPANDED ROLE IN MESSAGE-

SWITCHING PROJECT. MORE SIGNIFICANTLY, BIDDER IS NEGOTIATING
ON INVESTMENT IN ITALY AND JOINT VENTURE PROSPECT. DUE TO
DELICACY OF NEGOTIATIONS, COMPANY RELUCTANT PROVIDE DETAILS THIS
STAGE, BUT WILL INFORM EMBASSY AT APPROPRIATE TIME. COMPANY
CONCERNED ATTRIBUTES MAJOR ATTITUDINAL CHANGE ON PART ITALINS
STEMMING FROM VISIT, WHICH IS BEING TRANSLATED INTO LARGER
MARKET SHARE AND INCREASED COOPERATION.GARDNER

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